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3/29/54

fashion calendar

circle

7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, MARCH 26, 1954

Postponed March 25 4:30 P.M.	THE LEATHER INDUSTRIES OF AMERICA PREVIEW OF NEW "TROPICAL LEATHER", ORIGINALLY SCHEDULED FOR THURSDAY, MARCH 25 ABOARD S.S. SANTA PAULA, HAS BEEN POSTPONED DUE TO DOCK STRIKE. (New Date Later.)		
Friday March 26 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS March 26: Monica Basel, by reservation; contact: "Beverly", TE. 8-8000. Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS April 2: William J. Pierre Fashion Director:	HOTEL PIERRE CAFE PIERRE April 9: Herma G. Public

WEEK BEGINNING MONDAY, MARCH 29, 1954

Monday March 29 10:30 A.M. And 2:30 P.M.	PREVIEW OF SPECIAL COTTON COLLECTION Press preview of Mr. Mort's cotton collection, designed by Betty Carol. By invitation. <u>Trade showings beginning Tues., March 30 at 10:30 A.M.</u> and 2:30 P.M. Contact: Mimi Fardel, WA. 4-1790.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Monday March 29 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Mimi Tuthill will present Spring ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-3000. Carlton House Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	MIMI TUTHILL	CARLTON HOUSE CARLTON ROOM
Monday March 29 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF ART EXHIBIT "Poems in Paint"--showing of watercolors by Winnie Borne Sherman to the press. Private preview: Tues., March 30, 4:00 P.M.-7:00 P.M. Open to public through April 12, 10:00 A.M.-12:00 Noon; 2:30-6:00 P.M. Contact: Eileen S. Milling, 550 Fifth Avenue, CI. 5-6521.	ARCHITECTURAL LEAGUE	115 EAST 40TH STREET
March 29- April 4	NATIONAL BOYS' CLUB WEEK. Contact: Boys' Club of America, 381 Fourth Avenue, MU. 4-7187.		
Beginning Monday March 29- April 10	FASHION ADVERTISING ART ON EXHIBITION Original drawings displayed to illustrate various steps in making fashion drawings for Spring and Summer 1954 styles. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1630 BROADWAY AT 52ND STREET
Tuesday March 30 9:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS BY NELLY DON Nelly Don will invite the press to preview Summer fashions at Macy's. Commentator: Beulah Spilsbury, Fashion Promotion at Nelly Don. By in- vitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 30 10:00 A.M.- 1:00 P.M.	PREVIEW OF NEW FURNITURE SHOWROOMS Press showing by Provence House, Inc., specializing in custom-built furniture, bedding, lamps; and reproductions of traditional English, French, Italian and original contemporary furniture designs. Trade showing, 4:00-7:00 P.M. By invitation. Publ.: Allene A. Stearn, HE. 4-6756.	PROVENCE HOUSE, INC.	18 EAST 58TH STREET
Tuesday March 30 12:30 P.M. Luncheon	ANN VERDI FASHIONS DURING LUNCHEON "The Young Individualist Look"--Arnold Constable will present Summer fashions by Ann Verdi during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 31 12:00 Noon- 3:00 P.M. Luncheon	"WHAT TO WEAR WHEN YOU DO IT YOURSELF" "Commuter's Barbecue"--presentation of work clothing and popular priced sportswear for men and women, by the Sanforized Division of Cluett, Peabody aboard N.Y. Central's Ferryboat "Niagara". By invitation only. Publicity: Bess Williams, Young & Rubicam, 285 Madison Ave., MU. 9-5000, Ext. 523.	SANFORIZED DIV. OF CLUETT, PEABODY & CO.	W. 42ND STREET FERRY PIER #82
Wednesday March 31 12:30 P.M. Luncheon	SWEATER FASHIONS AT LUNCHEON SHOW Luncheon showing of the Pringle of Scotland sweater collection, available at Abercrombie & Fitch, B. Altman & Co., and Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pringle Publicity: Ruth Hammer Associates, EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PRINGLE OF SCOTLAND (24 WEST 40TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 31 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Spring fashions from Bonwit Teller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Beginning Thursday April 1 11:00 A.M.	OPENING OF LATE SUMMER GROUP Kenneth Tischler will present an additional late Summer group of cotton sheers at 11:00 A.M. daily. Contact: LO. 5-7720.	KENNETH TISCHIER	108 WEST 39TH STREET SHOWROOM
Thursday April 1 4:00 P.M.- 5:30 P.M. Cocktails	NEW TRENDS IN HAIR FASHIONS "Italian Boy Gone East"--Robert Fiance will present new trends in hair fashions, coordinated with Spring and Summer millinery. By invitation only. Contact: E. Ruth Pepper, 40 East 49th St., PL. 3-4431.	ROBERT FIANCE HAIR DESIGN INSTITUTE	HOTEL WOLCOTT FIFTH AVE. & 31ST ST.
Sunday April 4 5:00 P.M. Cocktails	SPRING FASHIONS AT COCKTAIL SHOWING Showing of Mr. Mort's Spring and Summer fashions during cocktail hour. Contact: Headwaiter, EL. 5-5000. Publicity: Claire Muller, EL. 5-5000.	MR. MORT, INC. (1400 BROADWAY)	HOTEL MADISON CAFE MADISON
Sunday April 4- April 8	NATIONAL LUGGAGE & LEATHER GOODS SHOW Showing of luggage, trunks, brief cases, and personal leather goods on 5th, 6th, 7th, 8th floors, Hotel New Yorker. (Press registration on 5th floor.) Contact: Elizabeth Fryman, 220 Fifth Ave., LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	HOTEL NEW YORKER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 5	NATIONAL PACKAGING WEEK. (April 5 - 8)		
Tuesday April 6 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 7 9:30 A.M. Breakfast	PRESS PREVIEW: FASHIONS BY DAVID CRYSTAL Best's will present a "Kaleidoscope" of David Crystal fashions, including suits, dresses and Haymaker separates. By invitation. David Crystal Publ.: Terry Mayer, BR. 9-6560. Best Publ.: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Wednesday April 7 12:30 P.M. Luncheon	"FLOWERS IN LACE" AT LUNCHEON SHOW "Flowers in Ametex Lace Fashions"--luncheon show featuring leading American designers and introducing the new Kayser orchid lingerie. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Ametex Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	AMERICAN TEXTILE CO. (25 EAST 31ST ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday April 7 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON Third annual luncheon fashion presentation of clothes by leading designers, for benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation, with sale of \$25.00 contributions book. Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	HOTEL PLAZA GRAND BALLROOM
Thursday April 8 9:30 A.M.- 11:30 A.M. Breakfast	PREVIEW AT NEW SHOWROOMS Preview of casual collection of Cal-Mode furniture, new creations of Lamp Craft Studios, cabinetry and wall decor by Lee Bernay. By invitation only. Publicity: Maurice Murray at Jamian Advertising, WO. 2-6020.	LEE BERNAY ASSOCIATES	911 THIRD AVENUE AT 55TH STREET
Thursday April 8 12:15 P.M. Luncheon	FABRICS DIVISION EXHIBIT & REPORT Speaker: Jessica Daves, Editor-in-Chief, "Vogue". Subject: "Non-Stop Fabrics--Present and Future". Exhibit of Fall and Winter fabrics for 1954--open 10:00-11:30 and 2:30-4:30 (Contribution \$1.00 at door for those not attending luncheon.) Price: \$5.25 for members; \$5.50 for guests (one per member). Co-Chairmen of Fabrics Committee: Margaret Ingersoll and Vesta Shaffer. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 8 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS DURING LUNCHEON Jane Engel will present Spring and Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 176. Jane Engel Publicity: Mrs. Louise Fried, RH. 4-0300. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JANE ENGEL (1025 MADISON AVENUE)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 8 9:00 P.M.	BENEFIT PREVIEW OF AMERICAN PAINTINGS "American Panorama", an exhibition of American paintings from the collections of the Brooklyn Museum, to be held at the Knoedler Art Galleries for the benefit of The Brooklyn Museum. Forty paintings have been selected, representing over two centuries of American Art (1720-1954). Special benefit showing April 8 at 8:30 P.M. Price \$6.00. <u>Press preview Wed., April 7, 11:00 A.M.-4:00 P.M.</u> Open to public through April 30. Admission: 50¢. Publicity: Gertrude McAllister at Brooklyn Museum, NE. 8-5000; Leila Wittler at Knoedler, PL. 3-9742.	BROOKLYN MUSEUM	KNOEDLER GALLERIES 14 EAST 57TH STREET
April 12	HOLY WEEK (April 12 - April 17).		
Tuesday April 13 9:30 A.M. Breakfast	SUMMER AND FALL FASHION PREVIEW The St. Louis Fashion Creators will present a showing of Summer and Fall fashions. By invitation only. Publicity: Joan Gardner, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	HAMPSHIRE HOUSE THE COTTAGE
Tuesday April 13 12:30 P.M. Luncheon	BRANELL FASHIONS AT LUNCHEON SHOW Gunther Jaeckel will present Summer fashions by Branell during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Branell Publ: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Tuesday April 13 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present Summer cotton dresses by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
April 14	PAN-AMERICAN DAY (Wednesday).		
April 16	GOOD FRIDAY.		
Friday April 16 3:00 P.M.- 5:00 P.M.	"PARIS IN NEW YORK" FASHION SHOWS In conjunction with the Second Annual "Paris In New York" Festival, Gunther Jaeckel will present informal showings throughout the store from 3:00 P.M. to 5:00 P.M. on Friday, April 16, Tuesday, April 20, Wednesday, April 21. Open to public. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	THROUGHOUT THE STORE
Saturday April 17 2:00 P.M.	EIGHTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their eighth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children from 5 to 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GRAND MALL
April 18	PASSOVER (Sunday, April 18 - April 25).		
April 18- April 24	NATIONAL GARDEN WEEK. Contact: Nat'l Council of State Garden Clubs, Essex House, N.Y., CI. 7-0300.		

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 18	ANNUAL EASTER SUNDAY "BRACER BREAKFAST"	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON MAIN DINING ROOM
12:00 Noon;	Door prizes will include hats, jewelry, bags at Easter Sunday breakfast.		
2:30 P.M.	Price: \$3.00. For reservation, contact: Alfred, EL. 5-5000. Publicity: Claire Muller, EL. 5-5000.		
Sunday April 18	EASTER LUNCHEON AND FASHION SHOW	BENEFIT OF SISTER KENNY FOUNDATION	SHERRY NETHERLAND CRYSTAL PAVILION
12:00 Noon	Fashions by Oleg Cassini will be modeled by society women and celebrities.		
3:00 P.M.	Hats--Mr. John. Jewelry: Trifari. Reservations: \$10.00; contact: Head-Luncheon waiter, EL. 5-2800. Sherry Netherland Publicity: Alexandre Tarsaidze, EL. 5-2800.		
Sunday April 18	LUNCHEON SHOWING OF SPRING MILLINERY	JOHN FREDERICS, INC. (29 EAST 48TH ST.)	HOTEL PIERRE COTILLION ROOM
12:30 P.M.	Annual Easter Sunday fashion show of hats by John Frederics. Furs--Ritter Bros. Reservations: \$6.50; contact: TE. 8-8000. John Frederics Publ.: Marcia Scott, PL. 3-1010. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.		
Sunday April 18	EASTER LUNCHEON FASHION SHOW	EVYAN PERFUME	SAVOY-PLAZA HOTEL SAVOY ROOM
1:30 P.M.	The Savoy Plaza Easter Sunday luncheon and fashion promenade will feature Evyan's "Most Precious" Perfume. Hats--Emme; Furs--Milton Herman; Accessories--Elgin American. Guest of Honor: Deborah Kerr. Commentator: Lisa Ferraday. Fashion Show: 2:15 P.M. Reservations: \$6.00; contact: EL. 5-2600. Publicity: Claire Wilson, EL. 5-2600.		
Tuesday April 20	PRESS PREVIEW: NEW WALLPAPER FOR 1954	WILTON E. OWEN, INC.	515 MADISON AVE. SHOWROOM-7TH FL.
9:30 A.M.-	"Contemporary Approach to Documentary Design"--wallpaper for 1954, with New Decor Portfolio styled by Wilton E. Owen and William J. Galligan. By invitation. Publ.: Margaret Weiss, 360 W. 55th, CI. 6-5854 or EL. 5-1518.		
11:00 A.M.			
Tuesday April 20	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
12:15 P.M.	The Fashion Group will have their Cosmetics Division Luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Price will be announced later). Contact: The Fashion Group, CI. 7-3940.		
Tuesday April 20	SUMMER FASHIONS BY JERRY GILDEN	RUSSEKS FIFTH AVENUE	7TH FLOOR
2:30 P.M.	Russeks will present Summer fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday April 20	THIRD ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
8:00 P.M.	"Bal de la Soie"--third annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital, French Students Fund and The Atlantique. Seven leading French couturiers -- Balenciaga, Balmain, Dior, Desses, Fath, Givenchy, Castillo of Lanvin -- are making a special collection of dresses which will be shown. Hats--Legroux, Orcel, Paulette, Reboux. Jewels--Cartier. Furs--Revillen. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mme. Bonnet. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-7565. -5-		
Dinner- Dance			

*main menu**Courte du main menu*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 21 12:30 P.M. Luncheon	SUMMER SPORTSWEAR DURING LUNCHEON Arnold Constable's Summer sportswear fashions will be presented during luncheon. (<u>Note Change of Date and Show.</u>) Press by invitation, Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 21- April 30	"PARIS IN NEW YORK" SECOND FESTIVAL The Fifth Avenue Association is cooperating with the "Paris in New York" Committee in sponsoring a second annual festival to express friendship for France and to show the influence of Paris upon New York. For benefit of-- American Aid to France Student Center in Paris, The American Library in Paris and Relief Projects of the Committee of French-American Wives. Contact: Michael Greer, PL. 3-8376; or Fifth Ave. Ass'n, PE. 6-7900.	"PARIS IN NEW YORK" COMMITTEE	57TH STREET AND VICINITY
April 25	DAYLIGHT SAVINGS TIME BEGINS--Sunday. (Move clocks ahead one hour).		
April 25- May 1	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., N.Y., WI. 7-9804.		
April 26- May 8	THE SLEEP SHOW. Contact: Nat'l Ass'n. of Bedding Mfrs., 1404 Merchandise Mart, Chicago.		
Tuesday April 27 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Produced, planned and staged by The Shivel-Hall Co. Tickets: \$100.00. Contact: Paul Roth, 501 Fifth Ave., MU. 2-9120.	ESQUIRE MAGAZINE (488 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 27 4:30 P.M.- 6:30 P.M. Cocktails	"EDITORIAL REVUE": FASHIONS IN COTTON M. & W. Thomas presents an "Editorial Revue" featuring Spring and Summer cotton fashions by leading designers. By invitation only. Publicity: The Miles, 58 W. 40th St., LO. 4-5150.	M. & W. THOMAS CO. (58 WEST 40TH ST.)	HOTEL PLAZA TERRACE ROOM
Wednesday April 28 6:00 P.M.- 8:00 P.M.	COTTON FASHION AWARD IN WASHINGTON, D.C. Second annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Arthur Beir Co., Dan River Mills, Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Galey & Lord, Peter Pan Fabrics, Schlichter-Macfarlane Co., Skillmill, Inc. (Hope Skillman), Stern & Gutman, Stoffel & Co., M. & W. Thomas. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show of Summercottons by leading American designers. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	<i>Mayflower</i> HOTEL SHOREHAM WASHINGTON, D.C.
Wednesday April 28 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS About 125 merchants will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner announcing the 1953 Brand Name Retailer-of-the-Year Awards. Speaker: Lewis L. Strauss, Chairman, U.S. Atomic Energy Commission. Price: \$20.00. Contact: George Hallock or Nathan Keats at Brand Names Foundation, PL. 9-8425.	BRAND NAMES FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA BALLROOM

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Friday April 30 12:30 P.M. Luncheon	JACQUES FATH FASHIONS AT BENEFIT SHOWING Special luncheon show in conjunction with Second Annual "Paris In New York" festival, with a presentation of fashions by Jacques Fath. Luncheon \$10.00. Contact: "Paris In New York" Committee, 40 E. 57th St., PL. 3-8376. Fashion Show Publicity: Eleanor Lambert, MU. 8-2130.	"PARIS IN NEW YORK" COMMITTEE	HOTEL PLAZA BALLROOM
Monday May 3 12:00 Noon Luncheon	SEVENTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Seventeenth Annual Luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Luncheon: \$6.00. Contact: Mrs. Patricia Young, at Lord & Taylor. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 3 12:00 Noon Luncheon	PREVIEW OF FALL & HOLIDAY FOOTWEAR "At Home And On The Go"--Oomphies presents Fall and Holiday fashions in footwear at a luncheon show for press and trade. By invitation only. (<u>Note Change of Date</u>). Contact: Patricia Kannon at Oomphies, PE. 6-9444.	OOMPHIES, INC. (350 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 3- May 4	COUTURE OPENINGS IN CALIFORNIA Fall custom wholesale collections in California. Designers include: <u>Monday, May 3:</u> Marusia, Howard Greer, Angovar, Irene, Edith Small. <u>Tuesday, May 4:</u> Ernest Newman, Athena, Cahill Ltd. <u>Wednesday, May 5:</u> John Carter. Contact individual manufacturers.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
Tuesday May 4 2:30 P.M.	KEN BARR OF CASINO SUMMER FASHIONS Russeks will present Summer fashions by Ken Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday May 5 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present their Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 5 4:00 P.M. Cocktails	FALL VELVETEEN AND CORDUROY PREVIEW Merrimack Manufacturing Company will present Fall fashions in velveteen and corduroy at a showing for press and trade. Admission by ticket only. Fashion Director: Ann Smith, Robert B. Grady, 45 E. 17th St., GR. 7-1755.	MERRIMACK MFG. CO. (1450 BROADWAY)	METROPOLITAN OPERA BROADWAY AT 40TH ST.
Sunday May 9	MOTHER'S DAY. Theme: "She Asks So Little, She Gives So Much". Contact: Irving K. Edwards, 393 Seventh Avenue, OX. 5-2000.		
Beginning Monday May 10	OPENING OF FALL BRIDAL COLLECTION Murray Hamburger will present Fall bridal collection, designed by Gaston Mallet, at continuous showings. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 10- May 15	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--24th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 11. 10:30 A.M. Breakfast	PREVIEW OF FALL COAT COLLECTION Breakfast preview of Ronnette's Fall coat collection for press, New York buying offices, Fifth Avenue stores. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RONNETTE FASHIONS, INC.	512 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 13 1:30 P.M.	ANNUAL FASHION SHOW BY STUDENTS "United Nation's Top Secret"--fashion show presented by students of The Laboratory Institute of Merchandising for benefit of National Arthritis Foundation. Price: \$3.00. Contact: MU. 8-4360. Show will be repeated Friday, May 14 at 3:00 P.M., for parents and guests. Contact: Frieda Curtis, Dean, 45 W. 34th St., CH. 4-5288.	LABORATORY INST. OF FASHION MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
May 15- May 22	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Elizabeth Fryman, 220 Fifth Avenue, LE. 2-3960.		

Beginning Monday May 17	OPENING OF FALL DRESS COLLECTIONS The members of the Fashion Originators' Guild of America will present Fall collections two weeks earlier than previous years. Members include: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN, LTD. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. Contact: Leonard W. Gendler, Exec. Sec., 1440 B'way, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL FARNIS CORP. PARNIS-LIVINGSTON, INC. BEN REIG, INC.	MANUFACTURERS' SHOWROOMS RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
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Tuesday May 25 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of Benham Originals Fall collection. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
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May 31 MEMORIAL DAY (Sunday, May 30)---Legal Holiday Celebrated On Monday.

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC. (Formerly THE SPORTSWEAR GUILD)			
Beginning	ADLER & ADLER, INC.	550 Seventh Avenue.	BR. 9-9600
Tuesday	DAVIDOW	550 Seventh Avenue.	PE. 6-6909
June 1	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	IA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue.	PE. 6-0444
Contact individual manufacturers.			

MOVIES...THEATRE...OPERA...OPERETTAS

- Friday
March 26 PREMIERE: "RED GARTERS" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
Paramount Technicolor production of a musical Western lampooning all Westerns, starring Rosemary Clooney and Jack Carson with Guy Mitchell, Pat Crowley, Joanne Gilbert. Producer: Pat Duggan. Director: George Marshall. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.
- Tuesday
March 30- OPENING: GILBERT & SULLIVAN OPERETTAS PRESIDENT THEATRE, 247 W. 48TH ST.
May 30 Week of March 30: PIRATES OF PENZANCE; April 6: PATIENCE. April 13: THE GONDOLIERS; April 20: RUDDIGORE; April 27: IOLANTHE; May 4: YEOMEN OF THE GUARD; May 11: PRINCESS IDA; May 18: H.M.S. PINAFORE; May 25: THE SORCERER. Tickets: \$1.50-\$3.60. Publicity: Max Eisen, OX. 5-1864.
- Beginning
Wednesday TWENTIETH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
March 31 Wed., March 31: Wagner's TANNHAEUSER. Thurs., April 1: Verdi's AIDA.
Fri., April 2: Puccini's LA BOHEME. Sat. Mat., April 3: Bizet's CARMEN.
Sat., Eve., April 3: Rossini's IL BARBIERE DI SIVIGLIA. Publicity: Margaret Carson, PE. 6-1200.
- Wednesday
March 31- OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
May 9 Premiere opening at 8:30 P.M. of the Ringling Bros. and Barnum & Bailey Circus for the benefit of the United Cerebral Palsy Fund, with Marlene Dietrich as Ringmaster, and stars of stage, screen, TV and radio as special guests. Tickets: \$10.00-\$50.00. Contact: Mr. Norman Kimball, PL. 3-3005. General admission thereafter: \$1.50-\$6.50. Publicity: Mr. Roland Butler, CI. 6-6600.
- Thursday
April 1 PREMIERE: "ROSE MARIE" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.
MGM CinemaScope Technicolor production of the Broadway musical about the Mounties with Anne Blyth, Howard Keel and Fernando Lamas. Producer: Arthur Hornblow, Jr. Director: Mervyn LeRoy. Costumes: Helen Rose. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday
April 1 OPENING: "KING OF HEARTS" LYCEUM THEATRE, 149 W. 45TH ST.
Elaine Perry will present a satirical comedy about a cartoonist by Jean Kerr and Eleanor Brooke. Starring: Donald Cook and Jackie Cooper. Director: Walter F. Kerr. Settings & costumes: Frederick Fox. Publicity: Bill Doll Assoc., CI. 5-8747.
- Beginning
Thursday SECOND WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH ST.
April 1 Thurs., April 1: Copland's THE TENDER LAND and Menotti's AMAHL AND THE NIGHT VISITORS. Fri., April 2: Mozart's MARRIAGE OF FIGARO. Sat. Mat., April 3: Humperdinck's HANSEL AND GRETEL. Sat. Eve., April 3: Rossini's LA CENERENTOLA. Sun. Mat., April 4: Rossini's LA CENERENTOLA. Sun. Eve., April 4: Puccini's TOSCA. Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday
April 6 OPENING: "THE MAGIC AND THE LOSS" BOOTH THEATRE, 222 WEST 45TH ST.
Alexander H. Cohen and Ralph Alswang will present Julian Funt's new play about a woman advertising executive, starring Uta Hagen, Robert Preston, Lee Bowman. Director: Michael Gordon. Settings: Mr. Alswang. Costumes: Jocelyn. Publicity: Ben Washer, MU. 4-4200.
- Wednesday
April 7 OPENING: "ANNIVERSARY WALTZ" BROADHURST THEATRE, 235 W. 44TH ST.
Macdonald Carey and Kitty Carlisle in Jerome Chodorov and Joseph Fields' new comedy about family problems, presented by Joseph M. Hyman and Bernard Hart. Director: Moss Hart. Settings: Frederick Fox. Costumes: Robert Mackintosh. Publ.: Nat Dorfman, LO. 3-0858.